Masters of Digital
2019

AGENDA

21 February 2019
Concert Noble, Brussels

8:30-9:00 Welcome coffee and registration

9:00-9:15 Opening speech by **Cecilia Bonefeld-Dahl**
Director-General, DIGITALEUROPE

9:15-9:35 **EU Commissioner Mariya Gabriel**
Keynote Speech

How to boost digital innovation & enable digital scale-ups to thrive?

9:35-9:50 **Future Unicorn Award 2019 Ceremony**

9:55-10:40 **Panel session: Digital Ecosystems**
How does Europe grow with Digital?

Moderator: Cecilia Bonefeld-Dahl, Director-General, DIGITALEUROPE

Speakers:
- Olaf Koch, CEO, Metro
- Harald Gruber, Head of Digital Infrastructure Division, Projects Directorate, EIB
- Lie Junius, Director Public Policy and Government Relations, Google EU
- Future Unicorn Award winner

10:40-11:15 Coffee break

11:15-11:55 **Panel session: Digital Manufacturing**
Can Europe take global leadership in digital manufacturing?

Moderator: Lousewies van der Laan, Digital Ambassador, Nederland ICT

Speakers:
- Dieter Wegener, Vice-President, Siemens
- Carlos Zorrinho, MEP
- Carsten Bermig, Cabinet Member of EU Commissioner Bieńkowska

11:55-12:45 **Panel session: Sustainability**
Is digitalisation transforming Europe into a world-class sustainable continent?

Moderator: Philip Smith, COO, Xynteo & EVP 'Europe Delivers' Programme

Speakers:
- Christel Heydemann, PresidentSchneider Electric France
- Stefaan Vergote, Adviser, DG CLIMA
- Laurence Tubiana, CEO, European Climate Foundation
- Future Unicorn Award winner

12:45-13:55 Lunch

13:55-14:00 Kick-off afternoon session by **Cecilia Bonefeld-Dahl**
Director-General, DIGITALEUROPE

14:00-14:15 **Lord Ashton, UK Parliamentary Under Secretary of State for Digital, Culture, Media and Sport**
Keynote Speech

Responsible tech and the role of Government: protecting citizens whilst encouraging innovation

14:15-14:35 Surprise: artistic performance

14:40-15:20 **Panel session: e-Health**
What are Europe's digital opportunities to foster patient-centric healthcare and improve public health?

Moderator: Ceri Thompson, Deputy Head of the e-Health Unit in DG CONNECT

Speakers:
- Elena Bonfiglioli, Managing Director, Health and Life Sciences, EMEA, Microsoft
- Andrzej Jan Rys, Director, DG SANTE
- Loubna Bouarfa, CEO & Founder, OKRA Technologies

15:20-15:50 Coffee break

15:55-16:35 **Panel session: Artificial Intelligence**
What regulatory challenges must Europe address to lead the world in human centric AI?

Moderator: Danny Gooris, Senior Manager, Oracle Academy EMEA

Speakers:
- Khalil Rouhana, Deputy Director-General, DG CONNECT
- Abigail Hing Wen, Counsel for Office of the AI Chief Technology Officer, Intel Corporation
- Moritz Helmstaedter, Managing Director, Max Planck Institute for Brain Research

16:40-17:20 **Panel session: EU Leadership beyond 2020**
How can the EU take leadership in shaping the digital world towards 2025?

Moderator: Cecilia Bonefeld-Dahl, Director-General, DIGITALEUROPE

Speakers:
- Ambassador Odobescu, Perm. Rep. of Romania to the EU
- Markus Borchert, CEO of Nokia Shanghai Bell and President of Nokia Greater China, NOKIA
- Janne Viskari, Director General, Finnish Population Register Centre
- Future Unicorn Award winner

17:25-17:50 **Martin Selmayr, Secretary-General of the European Commission**
Keynote Speech

Europe - the digital continent. A state of play.

17:50-18:00 Closing remarks by **Cecilia Bonefeld-Dahl**
Director-General, DIGITALEUROPE

18:10-19:00 Cocktail Reception

#MoDigital19
#AStrongerDigitalEurope

KEYNOTE SPEAKERS

Maryia Gabriel
EU Commissioner for the Digital Economy & Society

Lord Ashton
Parliamentary Under Secretary of State at the Department for Digital, United Kingdom

Martin Selmayr
Secretary-General, European Commission

SPEAKERS

Cecilia Bonefeld-Dahl
DIGITALEUROPE

Olaf Koch
METRO

Harald Gruber
European Investment Bank

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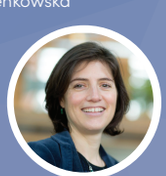

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Luminița Teodora Odobescu
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Population Register Centre, Finland

Find all speakers' biographies at **www.mastersofdigital.org**